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Bulletin

OF THE

National Tuberculosis Association

Vol. VI SEPTEMBER, 1920 No. 7

Christmas Seal Campaign Ahoy!

To those who have been thinking that Christmas is a long way off, we would like to call attention that there is none too much time between now and the first of December to get the sale of Christmas seals organized and under way. Every hour will be needed.

Good progress has been made in the printing and distribution of the seals and printed matter. By the time this Bulletin is in the hands of its readers, most of the 875,000,000 seals will have been placed on the cars and started for their destination. Practically all printed matter, including posters and window cards in three different sizes, as well as envelopes for both booth and team workers, stuffers, electros, lantern slides and other material will be all ready for shipment or already shipped. Most of the material is being shipped from two points, Scranton and Cincinnati, although the envelopes of necessity are being shipped from other points, namely, Brooklyn and Worcester, Mass.

Practically all of the material for which orders have been placed with the printers has already in turn been ordered by state associations. The arrangement between the National and the state associations in this respect is working out more smoothly and satisfactorily than anyone anticipated.

Suggestions for organizing and developing a campaign have been prepared and are in the mails or about to go as this Bulletin is being read.

The publicity campaign from the executive office is in hand. The principal features of the campaign will be the following:

1. A series of special articles definitely requested and placed in trade journals, house organs and national magazines. These features will consist of illustrations, cover designs, special stories of greater or lesser length, news, timely squibs, etc.

2. A limited number, probably not more than three or four, half-page feature stories in the leading Sunday papers of the country. These stories will be specially prepared and illustrated by experts.

3. A series of cartoons, if the leading cartoonists of the country can be secured to cooperate.

4. A continuous steady flow of short newsy items to state associations specially arranged for adaptation and re-writing with local color and for distribution to papers in each state. The National office will not furnish regular copy to newspapers direct during this campaign, but will rely on the state associations for distribution of copy.

5. If sufficient demand is evidenced, the National office will have prepared standard forms for display advertising in various sizes and will furnish plates to state associations for distribution and placement as each association may desire. It would be much preferable for each locality to write its own advertisements.

6. Other definite features of the publicity campaign have not yet been developed in detail, but will be worked out from time to time and announced in later number of the Bulletin.

Reports have come to the National office indicating that some workers are inclined to consider the Christmas Seal Campaign this year an unusually easy one. No one should fool himself along this line. The obstacles to be overcome this year are greater than ever before and the need for more intensive organization, for better personal work, for a higher grade of service all along the line, is distinctly evident. A few of these obstacles may be listed as follows:

1. The presidential campaign culminating early in November will crowd out of the newspapers a large share of publicity that the tuberculosis seal campaign may ordinarily expect.

2. The American Red Cross membership campaign beginning on November 11th will monopolize a considerable amount of publicity during the month of November and will also take a considerable number of the best workers in each community.

3. In spite of the fact that the tuberculosis seal will bear the double barred cross, there will undoubtedly be considerable confusion in the minds of the public as regards the Christmas seal and the Red Cross membership campaign. Every effort will have to be made to safeguard against this danger and the best way to do it is to do it in advance.

4. The disturbed industrial situation is not going to make it easier to get money this year than it has been in previous years. We recommend as much advance work in the development of the campaign in securing pledges as can possibly be done.

These are some of the obstacles. To meet this situation, we recommend the following definite lines of procedure and we believe if these are put into effect the seal sale will be a success:

1. Early organization including the securing of personnel for every kind of service that will be needed in the campaign. With the presidential and the Red Cross campaigns preceding ours, every effort must be made to pledge

(*Continued on page* 11)

BULLETIN
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New Leaflet

"The Tuberculosis Cross" is the title of a new leaflet issued by the Anti-Tuberculosis Society of Schuylkill County, Pottsville, Pa. It contains a good deal of helpful advice to the man or woman who would keep fit and prevent tuberculosis and other disease infection.

Of particular interest, however, is the title, which is well worth remembering. Since the original title, the "double red cross," has been abolished, tuberculosis workers have been hard pressed for a suitable name which would properly describe the cross and would at the same time inform the public regarding its meaning. The "double barred cross" has been decided upon as the official title of the emblem, but "tuberculosis cross" may, in some instances, prove effective for publicity and other purposes. It should, however, be used with discretion, for the word "tuberculosis" may have a depressing effect, if repeated too often.

Local Programs

With the assistance of Mr. Arthur J. Strawson, Regional Secretary of the National Tuberculosis Association, and of bulletins from other states, the Iowa Tuberculosis Association has outlined a series of local programs which may be carried out at various costs ranging from $25.00 to $1,500. The items are merely suggestive. Each community, of course, is the best judge of what can be used in its own territory. Many of the items, especially in the first groups, involve no expense except stationery, postage and a volunteer's time. In other cases one item may absorb the entire fund.

A. Things which may be done with a fund of less than $25.00

1. All-year-round Tuberculosis Committee (see our organization outline) to act as representative of State Association in matters of publicty, promoting legislation, effecting contact between the State Association and the local organizations, clearance of cases of discharged tuberculous soldiers, Seal Campaign, etc.

2. Prepare news articles. Suggested subjects: the tuberculosis problem in your county (the State Association can give you such figures as are available at the State House), health conditions in your county, health work, public and private, the need of nursing service, the need of a county hospital, other health needs, informative articles based on literature received from the Iowa Tuberculosis Association and other sources, local news items, news items taken from the Iowa Tuberculosis Association Nurses' Bulletin, Crusade Bulletin, and other sources, school health notes, seal sale news, etc.

3. Health columns in newspapers conducted with the aid of a physician or nurse. A question and answer column on health subjects.

4. Interest the public in health legislation.

5. Procure literature from the Iowa Tuberculosis Association and other sources and distribute it to teachers, pastors, employers, parents of newly-born children, etc. For instance, the pamphlet "What you should know about Tuberculosis" may be furnished on request to families wherein there is tuberculosis, to tuberculous discharged service men, rejects, etc. The local insurance agencies can furnish you with some good health pamphlets. Write us for our list of literature.

6. See that your local public library contains books on nursing and health subjects. Send to us for list. The libraries and American Library Association are glad to cooperate.

7. Borrow books and articles from public health nursing State Library Center, Free Traveling Library Commission, Des Moines.

8. Distribute street car cards, window cards, posters, book marks, etc.

9. Introduce the Modern Health Crusade into one or more schools, assist in purchasing supplies if school board cannot pay for them.

10. Borrow from us for one week Modern Health Crusade film and show at the public meetings and school gatherings.

11. Offer prizes to pupils for posters, seal designs, health essays, four-minute talks, slogans, etc.

12. Furnish a few schools with school health supplies such as height and weight charts, weight tags, as a demonstration. (Selection of schools may be made on basis of their interest in health subjects or on basis of need.)

13. Borrow health exhibit from us and circulate through the schools and public places.

14. Make health exhibit of your own through poster contest and through the aid of art teachers, newspaper men, etc. Circulate this exhibit through schools, churches, county fairs, etc., and locate permanently in the public library, county building or other public place.

15. Arrange with one school to produce a health play or pageant and then reproduce this throughout the county (perhaps charging small admission fee for benefit of further health work.)

16. Buy supplementary health books and readers for the school library.

17. Organize a Health Sunday in all churches and send ministers local facts regarding tuberculosis and other health conditions and suggestive outlines for sermons. We have a few such outlines.

18. Have a speaker give a lecture on tuberculosis illustrated with slides.

19. Take photographs of health activities, make into slides to stimulate local effect.

20. Pay the traveling expenses of a health worker to come to county to give health talks.

21. Conduct health week, including milk day, pure food day, weight day, physical examination day.

22. Fly campaign, anti-spitting campaign, clean-up day or week.

23. Organize Tuberculosis Day in the schools similar to Health Sunday.

24. Promote in general health features in the school curriculum.

25. Supply paper handkerchiefs and tooth brushes for children having none.

26. Canvas or plate-glass ventilators for school-room windows.

27. Furnish one school with half-pint milk bottles and straws for milk lunches. If adopting this item write to us for suggestions.

28. Institute the teaching of health principles in connection with Americanization classes.

29. Organize sanitary committees or health clubs in factories, mines and other concerns employing large numbers of people, having secured the cooperation of both employers and employees.

30. Urge the periodic medical examination of all workers.

31. Through cooperation with public officials insure the proper disinfection of dwelling places after the death or removal of a tuberculosis patient.

(*Continued on page* 12)

Ohio's Successful Seal Campaign

By HARRY E. ROULFS

Field Secretary, Ohio Society for the Prevention of Tuberculosis

The successful seal sale in Ohio last December was due to the very complete organization effected throughout the state. A Campaign Director was employed who worked sid: by side and under the direction of the State Secretary; the state was divided into eight districts and a State Campaign Committee of eight organized. A member of this committee was placed in each district, who was responsible for the campaign in his district.

The success of any campaign is due to proper and effective publicity. A publicity director was employed and a publicity committee composed of the leading editors throughout the state organized. The campaign was divided into two parts—educational and money raising. Our story, that tuberculosis is preventable and curable, was carried into every city, every county every village and hundreds of thousands of homes, through the daily and weekly newspapers, farm journals, news bulletins, house organs and church bulletins. It was because of this splendid publicity that we were able to arouse the enthusiasm of the people all over the state and to make the personal contacts which put Ohio "over the top."

In every county and city where a local tuberculosis society committee existed, the Campaign Director assisted in setting up the local campaign machinery; that is, the organization of local campaign committees, publicity committees, team workers, etc. The mail sale was used only in cases of absolute necessity, viz., in the rural districts where it was impossible to organize a seal sale committee.

In cities where Community Chests existed, the State Secretary and the Campaign Director went before the budget committees and stated the purpose of the campaign, giving the amount of the quota. In five of the cities in this state having Chests, satisfactory arrangements were made whereby no active money-raising campaign was conducted, and in lieu thereof, the Community Chests provided for the local anti-tuberculosis work and also set aside a specified amount for the State and National Association. In the case of Cincinnati, two and a half millions of seals were delivered to the local tuberculosis league for free distribution to contributors to the Community Chest and to the school children. A similar arrangement was made in the cities of Toledo and Youngstown.

Mail releases were made at regular intervals to all of the daily and weekly papers throughout the state. Sunday feature stories and picture and caption stories were used with great success. In order to reach the smaller papers, the plate and mat service of the Western Newspaper Union was employed and the response from the editors all over the state was most gratifying. Statements from the Governor and other influential people in the state were obtained and released over the associated wires.

Space was given by leading business corporations for underwritten advertising, but the greatest success in this regard was with the editors themselves. Proof books of the underwritten advertising were sent to all of the editors with the advice that if they would select such of the ads to which they could give space gratis, we would send them the plates and mats as requested.

It is estimated that 80 per cent of the editors gave space for underwritten advertising during the campaign.

Various state organizations rendered valuable aid in the campaign and many of them sent letters to affiliated organizations urging cooperation in our campaign. Among these organizations were the American Legion, Y. M. C. A., Federation of Women's Clubs, Rotary Clubs, Boy Scouts, Girl Scouts and school children.

Slides advertising the campaign were distributed to all of the moving-picture theatres throughout the state and used during the ten days' drive. The posters were also well distributed, either by local bill-posting companies or through the assistance of such organizations as the Boy Scouts, high school boys and the Y. M. C. A. In some of the large cities, public speakers' bureaus were organized and used with great success especially during the ten days of the drive.

A letter with a handbook on tuberculosis was sent to every clergyman in the state designating a certain Sunday during the campaign as Health Sunday and asking the preacher to give a sermon on good health and incidentally call attention to the campaign which was then in progress for the health of his community. The churches took an active part in the campaign and were instrumental in making it a success.

A letter was sent out by the State Superintendent of Public Instruction to all county and city superintendents of schools, calling attention to the campaign which was being conducted and asking that they cooperate in every way possible to make it a success. In many localities the school children sold the seals after the campaign committee and the team workers had practically finished their work. In most instances one or two days were set aside for the school children to make their canvass.

In several of the large cities the State Campaign Director went before the leading business organizations such as the Rotary Clubs, Civic Clubs, Manufacturers Associations, etc., telling them of the fight being made for good health, laying special emphasis on the economic gain to them as business men to indorse and take an active part in any campaign for the good health of their respective communities. In other words, bringing home to these men in dollars and cents, the story of good health. In each instance the organization voted to undertake the campaign as an organization and put it "over the top." It was found possible to enlist the aid of these organizations by going before them with a definite plan of work showing them a comprehensive and businesslike budget, and how the communities would be benefited by our activities.

The state campaign office kept in close touch with the campaign developments all over the state and assisted its various societies, campaign committees, and seal agents to meet their respective quotas. Campaign letters and bulletins were sent to all workers at regular intervals keeping them fully informed as to the progress being made in the various parts of the state and encouraging all in their work.

The Ohio Society attributes the success of its campaign in 1919 to the splendid cooperation received from the campaign and publicity committees and the newspapers, which made it possible to attract and hold the attention of the voluntary personal as well as the general public, through the period of the campaign.

Shall the "Bulletin" Die?

The response to the question, "Shall the BULLETIN Die," on the first page of the June number has been so hearty and widespread, that the National Association has definitely decided to keep the BULLETIN alive and to make it a better publication than heretofore. As rapidly as possible plans for the further development of the BULLETIN will be put into force. Many of the suggestions made by the readers have been most excellent and timely. Those who have not responded to the article in the June number, are asked to pass on any suggestions that they may have to offer.

The question as to charging a subscription price for the BULLETIN will be held in abeyance for the time being.

It should be noted that the July and August numbers have been omitted and that this number is No. 7 in volume 6.

Back Numbers of the "Bulletin"

The National Tuberculosis Association needs copies of the following numbers of the Bulletin to complete its files:

April 1916,
December 1916,
February 1917,
March 1917,
August 1917,
November 1917.

We will greatly appreciate it if readers of the Bulletin will send in their extra copies of the above issues. Address National Tuberculosis Association, 381 4th Avenue, New York.

The Framingham Demonstration

No. 25: The Industrial Clinic

By Halstead G. Murray, M.D.

Physician in charge of Dennison Mfg. Company Clinic

(These monthly articles in the Framingham series began in July, 1918.)

This particular clinic is situated in an industrial plant employing about 2,600 people, approximtaely half of the employees being female and half male. The clinic is in a central position in the plant and the medical department consists of a large women's rest-room, which is light, airy, cheerful, and home-like in its furnishings. The women and girls are allowed to come and rest at any time during the day, for a period which is usually ten or fifteen minutes, but may be a half hour if necessary. The rest-room is always well filled during the noon recess, except on fine warm days during the summer months.

Across the hall from the rest-room is the clinic proper, a suite of rooms consisting of a large waiting-room, where patients are received or wait their turn to see the nurse or physician. Next to this room is the treatment-room so called, where practically all dressings are done and many of the medical treatments are given. Adjoining the treatment-room is the physician's office, fully equipped with a specialist's chair for examination of eyes, ears, nose and throat, dressing tables, chair, desk, necessary instruments and diagnostic aids. Beyond the physician's office is a small rest-room for men with toilet, couches, chairs, table, etc.

All small injuries occuring in the factory that do not involve loss of time from work are taken care of in the clinic. Those people whose injuries cause them to remain away from their work usually go to their own physician until such time as they return to work, when they are again taken care of in the factory clinic if further dressings are necessary. A report of all accidents occurring in the factory is taken, with name, address, department number and description of accident. This report is made out in duplicate. One copy goes to the Safety Engineer, who makes it his business to find out how and why each accident occurs and takes necessary measures to try and prevent accidents of a similar nature from occurring again. Minor accidents which do not happen in the factory are also treated in the clinic.

All employees are invited to come to the clinic at any time during the day for medical or surgical treatment, examination, or advice regarding their health or their work. They notify their foreman or forewoman of their department when they leave for the clinic.

The most frequent complaints are coryza, headaches, dysmenorrhea, sore throats, and during the winter months bronchitis is much in evidence. A record is kept of practically all visits made to the clinic. The name and department number of each person is taken on a card with the date of the visit, diagnosis and treatment. These cards are on file and if a person comes frequently with the same complaint, an examination is advised, an attempt made to determine the cause of the trouble, the patient being advised as to the best thing he should do to remedy the condition. In most cases they are referred to their own physician or a specialist. Most of the patients follow the advice given them sooner or later, usually with marked benefit to themselves. Persons coming to the clinic with ailments requiring more than two or three days treatment are advised to visit their family physician for further attention.

Milk and malted milk are served each day in the clinic by one of the nurses to people who are underweight, poorly nourished, or who have not yet finished their convalescence of some illness. This is an important feature of our work.

The following figures for January 1920 may give one a better idea of the work done:

Total number persons treated...838

	Men	Women
Total number surgical treatments	574	223
Total number medical treatments	419	725

There is at the plant a Men's Mutual Relief Association, also a Women's Relief Association. A physical examination is necessary before an employee can belong. This examination is given by the clinic physician assisted by the nurses.

Any defects which are found and can be remedied are brought to the attention of the persons examined and explained to them, and they are urged to have the defect corrected, although the particular defect may not bar them from membership in the association.

The clinic is fortunate at the present time in being able to have the services of the consultant from the Community Health Station. Whenever a suspicious lung case comes up, the tuberculosis consultant is called in and in this way many lung diseases can often be checked in their incipiency. The consultant's advice is also asked for in many other cases that have arisen.

Health tags have been given out at different times to each employee during the year. Various subjects such as "Coryza," "Small Injuries," "Simple Health Rules," and "Influenza" have been taken up and the prevention side of each subject is taught, rather than its cure.

The sanitary arrangements are inspected at intervals by the nurses and physician, trips through the factory are frequently made, and any conditions noticed which are detrimental to the health of employees are reported to the management with recommendations for correction. Ways in which infections and contagious disease may be spread are always being looked for, and the condition remedied as soon as possible. In this matter we have the cooperation of the local Board of Health, which notifies the factory nurse or doctor when they have a reportable infectious or contagious disease, if some member of the afflicted family is an employee in the factory. In this way we are able to watch these employees each day, if they are allowed to work; or, if we think it necessary, we may keep them from the factory until all danger of infection to their fellow workers is past.

The local physicians are quite willing and do give us their cooperation, some asking us to keep temperature and pulse charts for them, or to have measures prescribed by them carried out.

At all times every effort is made, along educational lines, to persuade employees to have regular medical examinations. Fortunately, this phase of the work is constantly increasing in importance.

Preventorium for Vermont

Vermont is to have a new preventorium. On March last, the sum of $50,000 and 25 acres of land were offered the Association for the erection of a much-needed preventorium for children by Mr. Redfield Proctor and his sister, Miss Emily Dutton Proctor. The donation was made on condition that the Association raise an equal amount of $50,000 for its general work, and that the new preventorium be a memorial to the late Dr. Charles S. Caverly.

Following the offer, the Vermont Association conducted an intensive drive for funds, with the gratifying result that considerable more than the amount asked for was collected. The long-hoped-for preventorium is thus assured of becoming a reality in the near future.

Make Your Reservations!

The dates for this year's sectional conferences on tuberculosis have been definitely set. If you would be fully equipped for carrying on the seal campaign and other parts of the program for the coming year, do not fail to attend.

Mississippi Valley Conference, Duluth, Minn., Sept. 2, 3, 4.
Southwestern Conference, San Francisco, Cal., Sept. 10 and 11.
Northwestern Conference, Cheyenne, Wyo., Sept. 20, 21, and 22.
New England Conference, Concord, N. H., Sept. 29 and 30.
North Atlantic Conference, Richmond, Va., Oct. 7 and 8.
Southern Conference, Jacksonville, Fla., Oct. 11, 12, and 13.

Modern Health Crusade

DEPARTMENT

Bulletin of the

National Tuberculosis Association

SEPTEMBER 1920

The Crusades, Old and New

In the days of chivalry, every boy of noble family aspired to become a knight. The knights were praised in story and song and were the heroes of the time. They were not only the athletes of the day, but the leaders of long pilgrimages to holy places. They trained the armies and led them to victory. They stood for fair play, for protection of the weak and for chivalry toward women. Their tournaments, in which they jousted with each other for honors, were the crowning events of the seasons.

At the age of seven the training of each boy began as a page. He was taught courtesy and obedience and the customs of knightly living. When he was fourteen he changed his page's dagger for the sword of an esquire and was taught athletics, skill at arms and good horsemanship. When he was twenty-one, if he won some honor through a valiant feat in battle or if he was deemed worthy through his manner of living, though the times were peaceful, he became a knight and thus pledged his life to chivalrous service.

For more than ten hundred years the age of chivalry continued. An ideal picture of chivalry is given in this ballad from the French of Eustache Deschamps, a poet of the fourteenth century. The English version is from Guisot's "History of France":

"Amend your lives, ye who would fain
The order of the knights attain;
Devoutly watch, devoutly pray;
From pride and sin, oh, turn away!
Shun all that's base; the Church defend;
Be the widow's and the orphan's friend;
Be good and leal, take naught by might;
Be bold and guard the people's right,—
This is the rule for the gallant knight.

Be meek of heart; work day by day;
Tread, ever tread, the knightly way;
Make lawful war; long travel dare;
Tourney and joust for lady fair;
To everlasting honor cling,
That none the barbs of blame may fling;
Be never slack in work or fight;
Be ever least in self's own sight;—
This is the rule for the gallant knight.

Love the liege lord; with might and main
His rights above all else maintain;
Be open-handed, just and true;
The paths of upright men pursue;
No deaf ear to their precepts turn;
The prowess of the valiant learn;
That ye may do things great and bright,
As did Great Alexander hight;—
This is the rule for the gallant knight."

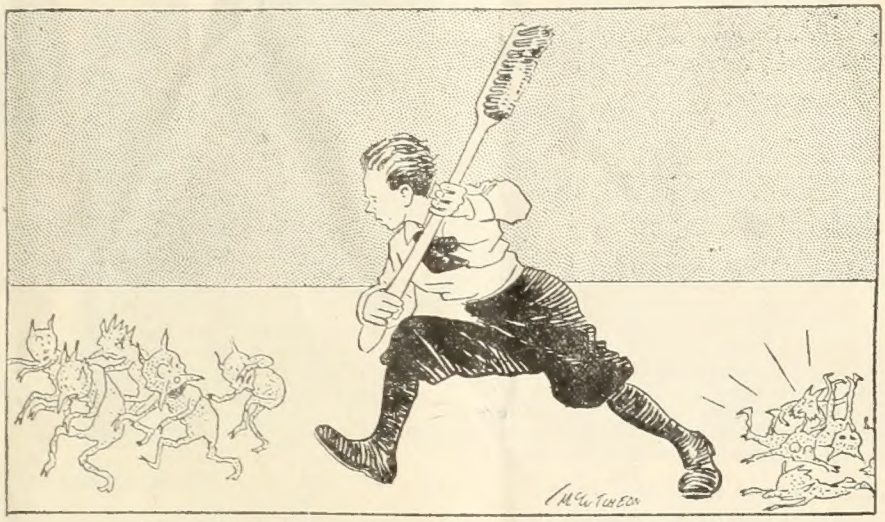
For many years only the ideal of chivalry remained, though chivalry itself had brought to the world many realized ideals. Old customs passed away, new standards of living were set, and for a time the days of chivalry and knighthood were known only to students and historians.

But the Modern Health Crusaders of to-day have developed a new chivalry. The women of the world no longer watch from cushioned seats the brave deeds of men, but instead they work shoulder to shoulder with them in attaining a common ideal. No nation can become strong unless all of its people are strong. So, as the children in the period of chivalry began their training early, the children of to-day begin theirs earlier still. The standard of physical perfection and the standard of "knightly living" to-day are higher than they were then. So, too, the standard of the nations.

We know that the greatest happiness comes through service and that the greatest service can be rendered only when the highest mental and physical standards are attained. We have learned, too, that only the simplest rules need be followed to reach these standards, for our greatest men and women have lived the simplest lives.

The millions of young Health Crusaders in the United States, and the thousands scattered over foreign countries are teaching the world a new chivalry of health which is as much needed as was the chivalry of old.

The spirit of the new crusade has been well expressed in the following poem by Mr. T. J. Edmonds, secretary of the Iowa Tuberculosis Association:



Every child should be taught to slay a million microbes every morning

Gen. Ma conducting morning drill
McCutcheon, in Chicago *Tribune*.

Gen. Teacher holding morning inspection.
Cut used by courtesy of *Tribune*.

Modern Health Crusade

System that trains for health
While the trained are young enough
To be trained

System that forms health habits
Ineradicably
And in making health a habit
Frees the Mind's attention
For Life's other demands—
Labor and Love
Appreciation and inspiration

System that transforms drudgery
Into play
Duty
Into delight

System that stirs sluggish souls
To effort through wholesome competition
That while creating ranks and honors
Yet teaches the democracy
Of equal opportunity
And withal the distinction
Earned alone by effort

System that culls the glamour
And romance of chivalry
The team-work and devotion
Required in war
The fervor of the fight
And applies them
To construction rather than destruction

Modern Health Crusade!—
Creator of healthy habitations
For healthy minds
Builder of clean bodies
Fit dwelling places
For clean souls.

N. E. A. Meeting

At the annual meeting of the National Educational Association held at Salt Lake City, July 4 to 10, the Modern Health Crusade was so favorably received that a resolution was passed by the delegates recommending its use in the schools.

The Crusade was represented at the meeting by the crusade directors of the northwestern region. Under the direction of Miss Grace Gallet, crusade director of Idaho, and with the assistance of Mr. J. H. Wallis, secretary, Utah Tuberculosis Association, and Miss Bernice Selley, assistant secretary, full publicity was secured for all phases of the work presented. Dr. A. A. Slade, Commissioner of Education of Wyoming, addressed the delegates on the relation of the crusade to the schools, and Miss Gallet explained the practical aspects of her work.

The silver knight banneret cup and the Modern Health Crusade exhibit attracted much attention. A feature of the meeting was the performance of the health play, "Mr. I. N. Different is Double Crossed," written by Miss Mary McCandless, Crusade Director of Perry County, Ill., and presented by a cast of Utah crusaders to an audience which overflowed the large local theatre. A second performance was given for the benefit of the teachers attending the conference.

Athletic Badge Test

The Playground and Recreation Association of America has adopted the following as standards which normal girls and boys ought to be able to attain:

TEST FOR GIRLS

The following badges have been adopted for the three different classes:

First Test:

All-up Indian Club Race	30 seconds
or Potato Race	42 seconds
Basket-ball Goal Throwing	2 goals, 6 trials
Balancing	24 ft., 2 trials

Second Test:

All-up Indian Club Race	28 seconds
or Potato Race	39 seconds
Basket-ball Goal Throwing	3 goals, 6 trials
Balancing (bean-bag or book on head)	24 ft., 2 trials

Third Test:

Running and Catching	20 seconds
Throwng for Distance, Basket-ball	42 feet
or Volley-ball	44 feet
Volley-ball Serving	3 in 5 trials

TEST FOR BOYS

The following badges have been adopted for the three different classes:

Copyright 1912 **First Test**

Copyright 1912 **Second Test**

Copyright 1912 **Third Test**

First Test:

Pull Up (Chinning)	4 times
Standing Broad Jump	5 ft., 9 in.
60 Yards Dash	8⅗ seconds

Second Test:

Pull Up (Chinning)	6 times
Standing Broad Jump	6 ft., 6 in.
60 Yards Dash	8 seconds
or 100 Yards Dash	14 seconds

Third Test:

Pull Up (Chinning)	9 times
Running High Jump	4 ft., 4 in.
220 Yards Run	28 seconds

POSTURE GAME

Team (or rows)	Points Won	Honor Roll
1	.....	.....
2	.....	.....
3	.....	.....
4	.....	.....
5	.....	.....
6	.....	.....

The game is explained to the children as follows: At the end of the morning session one point will be given to the team, or row, having had the best all-round pos-

(*Continued on page 7*)

Washington Holds Pageant

On June 19th in the great stadium of the Central High School, 300 Modern Health Crusaders enacted the pageant, "King Good Health Wins." Twenty-five thousand school children who had won their insignia as Modern Health Crusaders received tickets admitting them and their parents as spectactors. But alas for those who failed to keep their chores! No tickets and no half-holiday were granted them! The 300 actors entered the stadium led by the Marine band, Surgeon General Ireland of the U. S. Army Service and Superintendent of Schools Thurston. After the presentation of the pageant, which was cheered by the enthusiastic audience, the representatives from each school marched by Surgeon General Ireland and received their pennants and banners given for winning honors in the Tournament of Health. A message was received from President Wilson, which was read to the Assembly.

"The White House,
Washington, D. C.,
June 14, 1920.

"To the 35,000 Young Health Crusaders, of the District of Columbia, and to the 6,000,000 Health Crusaders in the United States:

"It is deeply gratifying to me, as it must be to every patriotic citizen, to know that the children of the country are striving so earnestly to cooperate in building up the health of the nation. It is my earnest hope that every boy and girl will continue the good work until the 20,000,000 school children of the United States are united into one great cause of Health for the children.

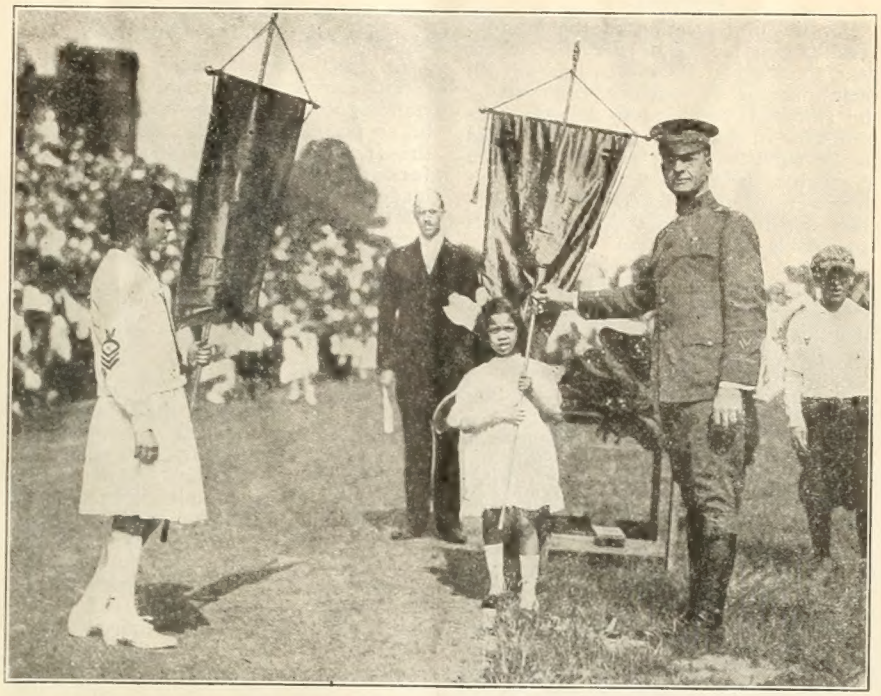
"WOODROW WILSON."

Upon request the pageant was repeated a few days later at the Sylvan Theatre. Both presentations were made by Crusaders from the Dennison School. The entire program was under the direction of Mrs. E. R. Grant, Crusade Director of Washington, D. C.

Baltimore Summer Crusade Campaign

With the cooperation of the Playground Association and the Maryland Tuberculosis Association the Modern Health Crusade is being continued for the children during the summer and much interest is being displayed by the Crusaders in reaching their normal weight and height. The capacity of the playground apparatus is being tested, so that not only will muscles be strengthened but appetites increased so that substantial foods will be relished. Children under normal perseverance shown in every means of gaining weight are much chagrined at their lack of physical fitness.

This, too, is a splendid time to learn to sleep with open windows and to take cold baths, and the frankness of the child inspectors in checking the groups assigned to them is productive of good results and educates the public opinion of the playground so that every child is kept up to the standard.



SURGEON-GENERAL IRELAND PRESENTING BANNERS TO WINNING CRUSADERS

A Child's Summary of Health Rules

The following resumé of a forty-five-minute talk on health and hygiene, given in a school room down in the mountains of North Carolina, was made by a child nine years of age, to take home to her mother. The child certainly caught the essential points:

"If ye wash yourself inside and out no pisin will stick to you and make you sick.

Your mouth was made to eat with and your nose to breath with. Ef ye don't do hit this a way ye might get a sickness.

Ef you haft to spit, kiver it up with dirt.

Ye needn't have varmints in yer hed ef ye don't want him. I fergit the name she give the stuff that will kill 'em, but if ye keep clean they won't be any.

Ef sores air made clean and kep clean ye won't get blood pisin.

Worms is dirt come to life in you, as should not be thar. Wash all garden stuff keerful and clean your spring.

Ef ye don't scour your teeth yer mouth might be a swill pail and ef waste is not got rid of ye might get a fever.

Ef ye keep yer finger nails clean ye can scratch yer hid without danger of pisin. And hit air not polite to hev dirty nails.

Ef ye have sore eyes, don't spread 'em among others. Be keerful not to use no one's basin or towel or handkerchiew.

Ef you see a baby with sore eyes, tell a doctor. Little babies don't belong to have nothing the matter with 'em.

Ef you get hurt get fixed right away or tomorrer it will be a bigger hurt. A house afire is too late."

Athletic Badge Test

(*Continued from page 6*)

ture, sitting, standing and walking. Again at the end of the afternoon session a point will be awarded to the team having had the best all-round posture. At the end of the week a small American flag will be given to the team having scored the largest number of points. This flag is to be held for one week and then awarded to the team winning it for the next week. As soon as a team has won the flag once, the numeral I will be placed opposite this team in the honor column. Each time a team wins the flag a numeral representing the number of times the team has done so will be placed in the honor column. The pupil sitting in the front seat of each row will be the team leader. It will be his duty to go to the diagram each time his team wins a posture point and score the same for his team. When a supervising teacher visits the rooms she can easily see what rows have held the flag the largest number of times and make comments accordingly. Once in five weeks she awards posture pennants to the two rooms in each school having the best all-round posture.

(From *Good Posture*, Amer. Posture League.)

Meetings

For the first meeting of the Modern Health Crusade Club for the school year, the story of the old Crusades, with their glamour of romance, followed by the story of the Modern Health Crusade now in the making, should be told to the pupils. Honor and chivalry are as much a part of the new Crusade as they were of the old. Dragons of disease, slothfulness and temptation are as formidable as the dragon slain by St. George of England. The knights of old began their training when they were seven years of age, and did not attain their final rank until they were twenty-one. Our knights of to-day begin their training when they are six and may continue to twenty-one or past in their tournaments of health.

The September and October meetings might well include the weighing of Crusaders so that their status in this respect may be obtained, and the first lesson in "aid to the injured" should be given. Crusaders who wish to qualify as knights of the round table, advanced order, will require an explanation of the posture tests given on page 6. An interesting talk, illustrated if possible, and given by a local dentist, would be a most helpful feature. If the Crusaders have been in training long enough to be presented with their page's certificates or squire's badges, this may be made the main feature of the meeting. The accolade, which is found in the Manual, may be adapted for this use. The official song of the Modern Health Crusade, which is printed on the reverse side of the Certificate of Enrollment, should be adopted by the Club and learned thoroughly. If desired, a song leader might be appointed either from the adults or the pupils. There are several Crusade songs which are worth the learning and which would add much to the meetings. Slides which show many different Modern Health Crusade activities may be secured from the National Association at 30c. each and could be used to great advantage in the meetings of the Legion. These could be passed on to other Legions at a slightly lower cost, thus obviating undue expense. A recitation of either of the poems in this copy of the BULLETIN would add interest and inspiration to the meeting.

A few books which will be of help in studying the health topics of September and October are listed below:

Subjects — September: Posture, first aid. October: Care of teeth.

First Aid—A. R. C. Bulletin 1001, Bureau of First Aid, Washington, D. C.

Posture of School Children—J. Bancroft—Macmillan Co.

The Wonderful House that Jack Built—C. N. Milliard—Macmillan Co.

Child's Book of Health—Blaisdell—Ginn & Co.

A Child's Health Book of the Teeth—Ferguson—World Book Co.

Erie Offers Cup

The Erie County Tuberculosis Society of Ohio is offering a cup to the schools doing the best health work in a local tournament which adheres closely to the rules of the National Tournament.

Posture

Fit of Clothing and Shoes

An erect, graceful figure and a good carriage are greatly to be desired. When standing, the head, body and legs should be so poised that a line dropped from the front of the ear falls within the forward half of the foot. The shoulder blades should be flat across the back and the feet should be directed straight forward. This is the position of the long-distance walker, the mountain climber and the best all-round athletes. In sitting, the body should be bent only at knees and hips; and the head, neck and trunk should be kept in one straight line.

Incorrect posture consists in one or more of the following: head bent forward, shoulders rounded or stooped, flat chest, high abdomen, knees sagging, toes pointing in or out. Bad posture is not only ungraceful, but unhealthy; is most easily adquired during the period of growth, as well as most easily corrected. If the back and shoulders are not held properly, lungs and other internal organs do not get a proper supply of blood. Collapsed positions indicate physical and mental weakness; they may be caused by weak spine, defective vision, improper seat or poor light. School books and heavy bundles should not be carried always on the same arm.

The interest of the class in posture may be stimulated by a chart on the schoolroom wall, showing incorrect, correct and exaggerated posture. Such a chart, published by the American Posture League, may be obtained through the National Tuberculosis Association, 381 Fourth Avenue, New York City.

Fit of Clothing

We should be able to move as freely with our clothes on as without them. Clothing which is too tight to permit the body to bend with ease in all ways is too tight to be worn. When children grow fast it often happens that their clothing gets so tight that it binds and squeezes the body. Tight belts, collars, garters, etc., do great harm. Binding or cramping of the chest, hips and waist should be particularly avoided. Tight clothing about these parts interferes with the free movement of the limbs and with breathing. Children instinctively dislike to be squeezed or pinched or cramped by clothing. By following this instinct all their lives, they will be far healthier and happier.

Fit of Shoes

The proper shoe has the shape of the natural foot.

Faulty shoes cause faulty posture and may cause general ill health. Tight shoes hinder circulation, cause corns and make walking and standing painful. High heels make it impossible to walk or stand gracefully, and strain and injure the muscles. In either case, the wearer soon tires and never really enjoys walking. (65 per cent. of recruits for the army showed defective feet caused by improper shoes.)

Nothing is more absurd that the custom of changing the shape of shoes each season to bring out a new style.

People should be informed as to the requirements of a good shoe and insist on only those that meet these requirements.

References: Healthy Living, C. E. A. Winslow (Chas. E. Merrill Co.), The Teaching of Hygiene, Jessie H. Bancroft, Health Habits, O'Shea & Kellog (Macmillan), A Handbook of Health, Woods Hutchinson (Houghton-Mifflin Co.), How to Live, June 1918 *(Life Extension Institute), The Human Mechanism, Hough & Sedwick (Ginn & Co.)*

Iowa Conference Approves Crusade

The following resolution was recently passed at the National Conference on Rural School Consolidation at Cedar Fall, Ia.:

"Whereas the strength of our nation whether in peace or in war depends upon the good physical development and good health of its citizens, therefore be it

"Resolved, That physical education, the inculcation of knowledge of right living and the development of good health habits thru *health chores* and otherwise, be recognized in the school program to the extent of at least two hours each week."

Idaho in the Crusade

Idaho is one of the states in which the Crusade has been endorsed by the state board of education as a regular curriculum activity for elementary schools. Credit is given to teachers for Crusade work, but its success depends upon the interest of the individual teacher. When the school machinery was placed behind the Crusade, the Idaho Anti-Tuberculosis Association by no means stopped its work of interesting the teachers. Miss Grace Gallet, the Crusade director, describes the methods followed thus:

"My prime objective is to present the Crusade to teachers and pupils so that they understand it and are inspired with the play element. In my travels I go first to the county superintendent, who arranges for me to visit as many schools as time and roads permit. Then I go to the superintendent of the city schools and arrange for talks and the presentation of the Crusade film in towns having theaters. If possible, we have the children come to the theater, where the picture is shown and the talk given. The children receive the film with great enthusiasm.

"In my talks I tell something of the origin of the Crusade, and of the tournament described in 'Ivanhoe.' Then I relate incidents of Crusaders in other localities. I try to make the children feel the importance of utilizing their opportunities for becoming healthy citizens."

Minneapolis Forms Health Association

The eight volunteer health agencies of Minneapolis, Minn., including the Hennepin County Tuberculosis Association, have incorporated as a federated organization under the name of the Hennepin County Public Health Association. Each organization will carry on its own activities as before, but it is believed that correlation of effort will eliminate overlapping of work and expenditure and make for increased efficiency. One purpose of the federation is to establish a health center where the offices of all health agencies, both volunteer and official, can be housed together.

Among the officers elected was Otto F. Bradley, executive secretary of the Hennepin County Tuberculosis Association, who was chosen executive officer of the federation.

Commerce and Public Health

When shoppers of South Bend, Ind., unwrap their parcels on the dining-room table when they come home, a little white or buff-colored slip flutters from each package and, because of its friendly but firm type face and make-up, demands to be read. This is what it says:

"To the Parents:

"Will you please permit your child to bring his or her toothbrush to school tomorrow morning, as we desire to have a toothbrush drill. Kindly see that the brush is wrapped in a piece of clean paper, and after it is brought home again, please have it washed thoroughly.

"Teacher."

Another slip, also addressed to the parents, requests that the children bring a clean handkerchief to school for use in a handkerchief drill.

The Anti-Tuberculosis League of South Bend has succeeded in persuading some of the leading store managers of the city to have these slips printed at their own expense, with an advertisement of the store on the reverse side, and thus far the investment has proved a paying proposition both to the storekeepers and to the Anti-Tuberculosis League.

Rochester Year Book Issued

A 42-page booklet, describing the work of the Tuberculosis Association of Rochester and Monroe County, Rochester, N. Y., is now ready for distribution. In addition to the usual reports of executive officers of the Association, the book contains an interesting report on community nursing by health officers representing practically the entire county. There are also interesting and helpful accounts of the Association's work on legislation, open-air schools, health camps, county work and publicity.

Occupational Therapy

This department of the BULLETIN is conducted in connection with the Medical Service of the National Association, which maintains an Advisory Service on Occupational Therapy. It is designed to keep the tuberculosis worker informed regarding the development of occupational therapy in the treatment of the disease and to offer suggestions for the vocational training and economic rehabilitation of the tuberculous patient. Readers are invited to send in contributions which will be helpful to workers in the field. Good, clear photographs of patients in various occupations will be particularly welcome. Address all correspondence to the Institutional Secretary.

Occupational Therapy Program Outlined

"Put the consumptive back on the job," was the slogan of the New York Tuberculosis Association at its first public meeting held recently for the purpose of outlining its program of occupational therapy for the coming year.

The Association is planning to open a new shop having a floor space of 7,000 feet, lighted from all sides and accommodating a hundred convalescent tuberculous cases. The plan was described by Mr. Fred Stein, in whose tuberculosis workshop, conducted in connection with the Committee on the Care of Jewish Tuberculous, more than 900,000 blouses were manufactured for the navy during the war.

Other speakers at the meeting were Dr. John S. Billings, director of the New York Tuberculosis Association, Dr. C. Floyd Haviland, superintendent of the State Hospital for the Insane, and Mr. T. B. Kidner, Institutional Secretary of the National Tuberculosis Association.

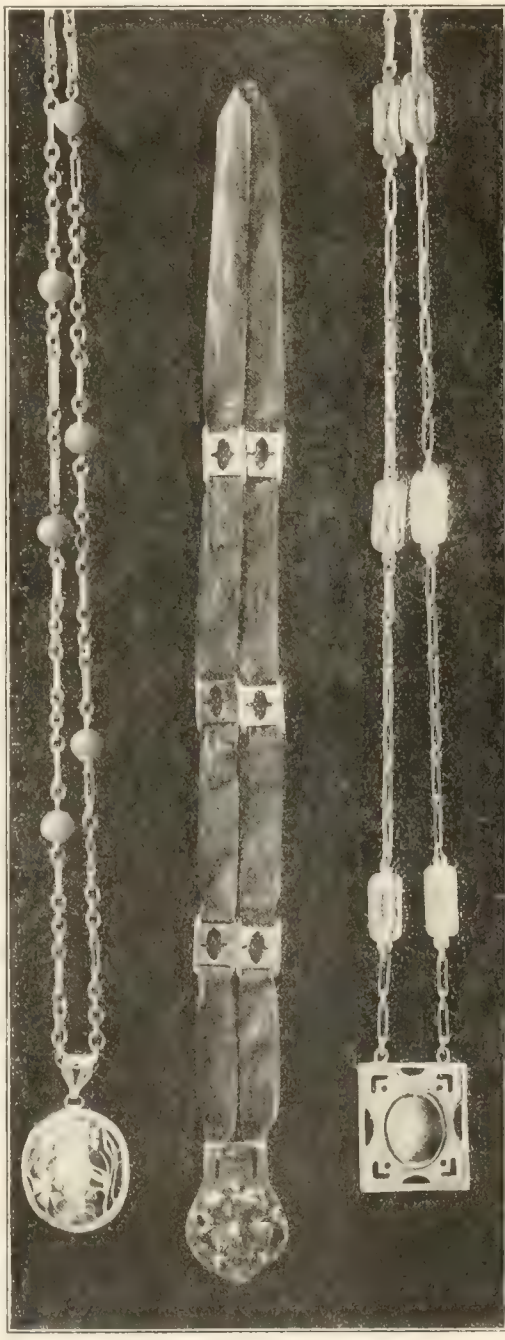
Strengthens Morale

At Hazelwood Sanatorium, Louisville, Ky., where thirty-nine ex-soldier patients are receiving treatment, occupational therapy has done much toward developing a zest for living in the men who, before the course was introduced, had no interest which diverted them from thoughts of their illness. In the words of the executive secretary of the Louisville, Association, "Nothing could have been instituted which is more conducive towards establishing a strong morale among the patients than occupational therapy."

A Canadian Opinion

Referring to the plan to curtail the occupational therapy activities of Tranquille Sanatorium because the need for the work has greatly diminished, "The Tranquillian," organ of the sanatorium, makes the following statement:

"It is especially to be hoped that that branch of the department which is concerned with vocational therapeutics will will not be abolished so long as there are tuberculous soldiers receiving institutional treatment, for possibly nothing has more greatly conduced to making bearable the life of ex-soldiers in sanatoria than have the efforts of the teachers of vocational therapy."



SIMPLE AND INEXPENSIVE JEWELRY MADE BY PATIENTS AT MONTEFIORE SANATORIUM, BEDFORD HILLS, N. Y. THE TWO SIDE-PIECES ARE OF SILVER COMBINED WITH IMITATION JADE. THE CENTRE PIECE IS NICKEL AND COPPER.

Suggestions from the Field

This department of the Bulletin is conducted in connection with the Loan Service Bureau of the Publicity Department. It is designed to give valuable suggestions regarding new lines of work or new methods originated or successfully used by tuberculosis associations throughout the country. Tuberculosis workers are invited to send the National Association Bulletin Editor all information suitable for publication in these columns

Tuberculosis Auxiliaries

In spite of the ever widening field of activities for women of all classes, every community still has its group of educated, well-to-do women who are eager to be of service to fellow human beings, but who are unable to find the type of work which appeals to them and which, at the same time, makes no greater demands on their time than they can conscientiously give to it.

The activities of the Associated Tuberculosis Auxiliaries, affiliated with the New York Tuberculosis Association, should be of interest to the association which would avail itself of this "woman power" to successfully perform a phase of tuberculosis work which is of the utmost importance.

The Auxiliaries are composed of groups of public-spirited women, with a certain amount of leisure time, whose niche in the tuberculosis campaign is to furnish the personal contact so necessary to establish the confidence of the patient and his family. From small beginnings, made about 15 years ago, the work of the auxiliaries has broadened from one of emergency and other relief, until to-day education plays the leading rôle, as indicated by the activities now under the direction of the various branches. Day and night camps, fresh air schools, preventorium nurseries, dental service, and classes in corrective exercises have been founded and are being maintained by them. Kimball Memorial House, a home where young women and children attending day camps or awaiting admission to sanatoria, can be made comfortable, provided with good food, medical and nursing care, and are given opportunity to sleep in the open, is conducted entirely by the Auxiliaries.

The Auxiliaries cooperate closely with welfare and educational agencies, such as nutrition classes, classes in dental hygiene, preventorium day nurseries, posture classes, boy scout and camp fire girl movements, playgrounds, and fresh air work. As one speaker at a recent meeting of the organization aptly put it, "The auxiliaries are the hub of the tuberculosis campaign in New York."

So successful has the work of the auxiliaries been, that the New York Tuberculosis Association is making every effort to increase the number of branches in every district of the city. "An auxiliary for every tuberculosis clinic in Greater New York" is the slogan of the workers engaged in the campaign.

LITERALLY "IN THE MOVIES." A CRUSADER WHO TOOK PART IN PLAYLET RECENTLY PRESENTED AT ST. LOUIS DAY AND NIGHT CAMP. INCIDENTALLY THE SORT OF PHOTOGRAPH WHICH NEWSPAPER EDITORS ARE NOT LIKELY TO TURN DOWN IF ACCOMPANIED BY A SNAPPY CAPTION OR STORY.

A Good Example

The New York City Tuberculosis Association and the Tennessee Tuberculosis Association have set a good example to all other associations throughout the country. Both of these organizations have pledged themselves to contribute to the National Association 5% of all moneys received by them from Christmas seals, membership, donations, or other source. The Vermont Association has also recently exhibited a most generous attitude in the giving to the National Association 8% of its recent forty-thousand-dollar financial drive. Georgia has also contributed to the National Association 5% of the receipts from the financial drive at Atlanta last year where no seal sale was held.

These are good examples to follow.

Bet Raises Funds

There are those who object to the gentle sport of betting, and with some reason. But even the most scrupulous reformer will waive his objections if the winner's gains are to be turned over to the cause of health.

A decided departure in fund-raising methods was that employed by a prominent man in Shreveport, La. During the recent gubernatorial race between Parker and Stubbs, this public-spirited citi-

(Continued on page 12)

Railway Car Exhibit

Every tuberculosis association, at some time or another, wrestles with the problem of how to best put on an educational exhibit which will attract the great mass of people who have no desire to be educated.

A very successful solution of the difficulty was recently found by the St. Louis Tuberculosis Society, when a discarded private railway car was converted into an exhibit car. The car was placed for a day at a time in a given location, and for two weeks it remained one of the most discussed events in the various districts.

The interior of the car contained a display of dolls emphasizing the tuberculosis death rate among Indians and Negroes, and several electric displays illustrating the number of deaths from tuberculosis within a given period of time. It is worth noting that the educational messages which the Society wished to "put over" were presented by means of graphic illustrations rather than by charts, posters, etc.

It is reported that during the first day when the car was in use in the Negro district, more than 2,000 people visited the exhibit.

Detroit Issues Leaflet

When one is planning a membership campaign, one's mind is apt to turn to the matter of effective leaflets which are to complement the customary circular letter that has been prepared for the mailing list.

A very good circular of this type was recently used by the Detroit Tuberculosis Society. It is printed in the form of a three-page folder, which states very briefly what is the purpose of the Society, what it has achieved to date, and what is its program for 1920. On the back of the folder is a list of the free tuberculosis clinics in the city.

A small, concisely worded circular of this kind very frequently accomplishes results where more elaborate and lengthy literature fails.

Telling the Public

Every Christmas seal worker has at one time or another been met with the question, "What do you do with the money?" To answer this question and at the same time to inform the public why the seal sale deserves its full support, the Maryland Tuberculosis Association issued a small leaflet during the 1919 campaign entitled "Working for You," which explained how the money from the sale of the little stickers was spent. Such items as child welfare work, the Modern Health Crusade, the preventorium supported by the Association, educational and medical work, and public health nursing were shown to be not only of benefit to patients suffering from tuberculosis, but to be of definite value to the community as a whole.

If your public is inclined to be a skeptical and inquiring one, and almost any intelligent public is, why not print a little leaflet of your own for your campaign in the seal booth this year?

South Bend League Report

The report of the work of the Anti-Tuberculosis League, South Bend, Ind., should be exceedingly encouraging to tuberculosis workers in the Hoosier state. In one month 50 patients were examined, 15 of whom were recommended for sanatorium care. One hundred and eighty tooth brushes were distributed among school children, some of whom were able to pay for their supplies. Ten children were recommended for preventorium care. Four moving picture entertainments were given during the month, in addition to a number of film showings held in the public schools, for the benefit of modern health crusaders.

A feature of the month's work was the writing of essays, and illustrating of the health films which were exhibited at the schools. So much interest has resulted in crusade work, that several rooms now devote their recess periods to killing flies, and in several schools fly swatters have appeared as a part of the school-room equipment.

Ball Game and Propaganda

The annual baseball game given for the benefit of the St. Louis Tuberculosis Society has come to be an historic event in that city. This year was the fifth in which local fans had an opportunity to root for their favorite pitcher and at the same time contribute something toward the extermination of the white plague.

This year's game had an added interest because of the fact that St. Louis manufacturers donated some of their products to the cause, to be distributed as favors to those purchasing score cards. Approximately 28,000 presents, ranging from automobiles to pocket knives, were given away, and the Society cleared more than $20,000 from the game.

In addition to its undoubted financial value, the annual game is also a means of spreading educational propaganda among ball fans, for the score cards are imprinted with health hints.

Coordination with Lay Organizations

For the purpose of coordinating the work of all lay health organizations in the state, so that the work of the state, county, and city boards of health will be effectively supported and supplemented, the Mississippi Tuberculosis Association has taken a very significant step. A resolution setting forth the possibilities before the lay organizations of effective cooperation with the official health organizations has been addressed by the Association to the President of the Mississippi State Federation of Women's Clubs.

The function of the tuberculosis association as an educational and pioneer agency is clearly set forth, and numerous examples of useful cooperation of the various health agencies are outlined. The resolution might well form the basis for similar action by other state associations.

Scales as Prizes

Being weighed is rapidly becoming a favorite indoor sport, if one is to judge from the increased volume of business of firms engaged in the manufacture of scales. Be that as it may, it is a fact that very few things please a youngster more than to be placed upon a scale from week to week so that he may keep track of his increased weight. Incidentally, a scale is an excellent weapon in the fight against malnutrition.

The Wisconsin Anti-Tuberculosis Association realized this when they awarded scales to the rural schools as prizes for making record seal sales. One one-room school in each county having an enrollment of twelve or more pupils, which made the largest per capita seal sale for that county, was presented with one of the scales, but before they can become the permanent property of the school, it must be won in three successive campaigns.

The plan proved a great stimulus in the sale of seals. As an added incentive to competing schools, every school in the state making a sale of $3.00 or more was presented with a height and weight chart, especially designed for the purpose.

Christmas Seal Campaign Ahoy!

(*Continued from page* 1)

workers early to the Christmas Seal Campaign.

2. Concentrated effort in small towns and rural communities on clean-up campaigns that will reach every man, woman and child in the community. This will mean intensive organization and the development of the campaign that will cover every street and highway.

3. A liberal use of the Health Bonds with an effort to secure contributions of $5.00 or more. The attractiveness of the Health Bond this year will go far toward selling it. If the selling force is rightly organized, the Health Bonds will be the biggest feature of the campaign this year.

4. Reliance should be placed on the mail sale only where personal workers cannot be gotten to cover the ground. On the other hand, every effort should be made to cover the ground and whether by mail, by personal worker, by booths, by school children, or by whatever means, the seal must be brought to the attention of everybody in every part of the United States. The extent to which the seal can be advertised and placed will determine its popularity and sale.

Local Programs

(*Continued from page 2*)

32. Organize an advisory case committee to cooperate with relief agencies and health agencies in regard to the treatment of tuberculosis cases. The Home Service Section of the Red Cross is the relief and service agency in regard to service men and their families.

NOTE: Procure as much publicity as possible through the local newspapers, church bulletins, schools and other means of propaganda in connection with all the above movements.

B. Things which may be done with a fund of less than $100.00

1. Make a casual survey of health conditions of your county covering such items as: tuberculosis deaths, living cases, prevalence of other diseases, county and city health official, nursing, functions of same, regulations regarding health, methods of preventing disease, hospital situation, water supply, garbage disposal, sewers and drainage, food regulations, milk, prevention of flies and mosquitoes, housing conditions, school conditions, health conditions and measures in industry, social agencies, private organized effort for health betterment, general facts such as population, racial groups and standards, occupations, transportation, etc. Make a list of public and private organizations and possible sources of cooperation. List health needs of the county. Prepare articles for the newspapers and give publicity to your facts through other means such as public meetings, churches, clubs. Outside assistance can be secured for you by the State Association in planning and making the survey.

2. Secure a nurse from the State Association to organize a tuberculosis survey of your county (this costs $35.00 a week, which is less than the cost to the State Association.)

3. Secure a nurse for one or two weeks to make a short demonstration of school nursing, tuberculosis nursing or general public health nursing.

4. Induce the County Medical Society to arrange for a two-day clinic (write to the State Association about this). Secure from the State Association a nurse for one or two weeks to do work preparatory for the clinic. A clinician may be obtained usually for his expenses which are $50.00, more or less, depending upon the distance of your county from his headquarters.

5. Supply literature on tuberculosis to teachers, physicians, ministers and all who have or are living with those having tuberculosis.

6. Secure pamphlets on prenatal and infant care and distribute them judiciously.

7. Issue literature secured from the Io[illegible]culosis Association or other s[illegible] with imprint of local committee [illegible]n or produce standard literature of your own for distribution, for instance: Rules to prevent Flu, Facts about Tuberculosis.

8. Introduce Modern Health Crusade into schools, using, if available, school board funds or Junior Red Cross funds, supplementing with your own funds if necessary.

9. Supply schools with height and weight charts.

10. Supply two or three schools with weighing and measuring scales costing from $33.00 to $40.00 each.

11. Supply schools with health posters, charts and exhibits. Supply public library and other places.

12. Put on an educational campaign such as a Health Week. Features are: Health Sunday, church meetings, four-minute speakers, slides at picture houses, posters, dodgers, auto stickers, health pageant, parades, etc. Much newspaper publicity. Secure a speaker from outside.

13. Organize a speakers' bureau of physicians and others to give regular series of public health talks in the schools, Parent-Teachers Associations, churches, clubs, labor unions, etc.

14. Organize special campaigns such as: Kill the Fly Campaign, Anti-Spitting Campaign, Baby Week, Clean-up Campaign. Secure the cooperation of the Boy Scouts. Children can be organized to make simple sanitary inspections under observation. The Clean-up Campaign can cover homes, back yards, vacant lots, alleys, streets, public buildings, etc.

15. Legislative or administrative campaigns. For instance, inaugurate a movement for a county hospital either through the Board of Supervisors or by petition according to the law. Cooperate with the State Association in legislative campaigns by presenting the sentiment of your county to your representatives and by creating sentiment through the newspapers. Study needed legislation such as registration of births and deaths, notification of disease, etc. Secure a copy of proposed health laws from the Code Commission, Secretary of State's office or through your legislators.

16. Conduct a campaign for local health ordinances.

17. Stimulate public authorities such as the school board, city council and county supervisors, and private organizations such as the Red Cross to employ public health nurses.

18. See that public health nurses already employed devote adequate attention to tuberculosis cases. Where the problem is large enough urge the employment of a special tuberculosis nurse.

19. Stimulate instruction and medical and nursing supervision of known cases of tuberculosis.

20. Stimulate the acceptance of sanatorium care by persuasion through Visiting Nurses, Home Service workers, etc.

21. Interest other organizations or benevolent individuals in the relief of families of tuberculous persons and individuals themselves.

22. Inaugurate movements for securing work mentioned under "G" through funds supplied from other sources.

23. Cooperate with Home Demonstration Agents and Red Cross in organizing classes of instruction in home economics, first aid, home care for the sick, and diet and nutrition.

24. Organize school patrons for sanitary inspection of schools, noting the following points: stoves or other heating facilities, lighting, ventilation, temperature, position of desks, appearance of rooms, water supply, towels, drinking cups, dustless crayons, oiling of floors, use of sweeping compound, condition of toilets, supply of toilet paper, location and privacy of toilets, practical daily inspection by teachers along sanitary lines, etc.

25. Cooperate with public authorities and other groups in matters of public sanitation such as water supply, garbage, sewers, flies, mosquitoes, milk, housing, smoke, comfort stations, factory and mine inspection, working conditions in other places, etc.

26. Stimulate movements for playground facilities, physical training, supervised recreation in parks and play grounds. Raise standard of commercialized recreation and stimulate the introduction of proper commercialized recreation.

27. Procure definite statistics and records on the local tuberculosis problem including migratory problem. Appoint sub-committees to investigate local need for various phases of health work as elsewhere outlined.

28. Organize a committee on the enforcement of health laws and regulations.

29. Inaugurate a campaign for a full-time county-wide health department including a doctor, nurse and laboratory with necessary safeguards for their appointment, continuance in office and discharge of duties according to recognized standards.

30. Send a representative to the annual meeting of the Iowa Tuberculosis Association, paying expenses.

31. Send a representative to the Mississippi Valley Conference on Tuberculosis.

32. Supply sputum cups, paper handkerchiefs and other sanitary equipment where needed.

33. Furnish first-aid kits to schools or other organizations if no other funds available.

34. Supply equipment for work of school nurse or other public health nurse if other funds are not available.

35. Make a moving picture film portraying both good and bad health conditions in your county. Use freely. (This is possible in some counties through the cooperation of agencies of film manufacturers or news services.)

Bet Raises Funds

(*Continued from page 10*)

zen, with sporting instincts, bet $10,000 that Parker would carry the district in which Shreveport and, incidentally, the Pines Sanatorium are located. If his candidate won, the money was to be given to the Pines toward some necessary building. Parker carried the district by but a few votes, generally conceded to be the result of the voters' interest in the sanatorium.

Thus a tuberculosis sanatorium may prove of political interest as well as of social and medical interest.